

CHARLOTTE EATON

✉ CharlotteEatonStudios@gmail.com

☎ (678) 558-3822

📍 Atlanta, Georgia

🔗 CharlotteEatonStudios.com

EDUCATION

Kennesaw State University
Kennesaw, GA • Expected in
12/2023

Bachelor of Fine Arts: Graphic
Communications

Chattahoochee Technical College
Marietta, GA • 05/2014

Associate of Arts: Business
Administration

SKILLS

- Strategic Project Planning
- Product Branding
- Effective Communicator and Public Speaker
- Business Launch
- Staff Management
- Project Management
- Mission and Vision
- Innovative and Visionary
- Design Coordination

PROFESSIONAL SUMMARY

Creative Graphic Designer with talent for developing unique custom artwork. Innovative approach to ideas and concept development. Offering 4 years of expertise overseeing individual and team projects with first hand brand development experience.

PROFESSIONAL EXPERIENCE

Charlotte Eaton Studios LLC - Marietta, GA

Creative Director | 06/2023-Current

- Consult with customers to assess needs and propose optimal solution..
- Create and execute designs.
- Evaluate suppliers to maintain cost controls and improve operations.
- Enhance operational efficiency and productivity by managing budgets, accounts, and costs.
- Manage day-to-day business operations.

Knotty Pretzels - Marietta, GA

Art Director | 08/2019-08/2023

- Researched industry trends and evaluated competitive pieces to enhance creativity and gather fresh ideas.
- Worked with creative teams to develop concept designs for campaigns that resonated with target audiences.
- Analyzed data and metrics to measure success of campaigns and adjust strategies accordingly.
- Monitored progress of projects, keeping on schedule within budget.
- Implemented artist vision to give art purpose and meaning.
- Collaborated with marketing and advertising teams to maintain brand consistency across campaigns.
- Exercised and demonstrated use and mastery of elements of design to meet goals.